

Plaintiffs' Exhibit 22

From: Kyle Tapply
Sent: Mon 11/08/2021 12:58 PM (GMT-00:00)
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Cc: "Ryan Mackey" <Ryan.Mackey@dallasmavs.com>, "Billy Phillips" <Billy.Phillips@dallasmavs.com>
Bcc:
Subject: Sales Report
Attachments: image00100001.png

Mark,

Below are some notes on my weekly sales report. Please let me know if you have any questions.



Voyager

Status: Recap Numbers -Wanted to share some of the recap numbers they provided us from the initial launch. Overall, the first week was a massive success. They said they had over 75K downloads with fans who used "Mavs100" to claim the offer. Over 30K people funded the account to claim the \$100 offer and still counting. They said they expected less than 20K Mavs100 redemptions. Overall, they had 175K downloads for the first week. The PR agency mentioned they received over 1 billion impressions on the partnership announcement in addition to the \$100K crypto giveaway halfcourt shot. We couldn't have had a better launch and really appreciate everyone's efforts to get the deal done. We're working on creating a best practice/case study to use for partners in the future and will share more later.

Thanks,



KYLE TAPPLY

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